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The European Enterprises Climate Cup

The European Enterprises Climate Cup (EECC) is an EU-funded project that aims to support small and medium sized enterprises (SMEs) in their goal to be front-runners in energy efficiency management. By participating in a Europe-wide competition, they are provided with by cost-free energy advice and good-practice sharing. In addition, their engagement for climate protection in terms of Corporate Social Responsibility (CSR) will become visible all over Europe.

The European Enterprises Climate Cup (EECC) has been launched on the 28th of April 2015 and will end on the 31th of May 2016. Small and medium sized enterprises with a separate office space and up to 250 employees in 10 European countries (Austria, Bulgaria, Denmark, France, Germany, Ireland, Italy, Latvia, Malta and Spain) are encouraged to enter into the competition on a national as well as on a European level. Over the following 12 months, participating companies will be supported to implement energy saving measures in their offices and motivating their employees to undertake energy efficient behaviour.

1. Introduction to the Campaign

The national EECC campaigns will focus on different campaign activities, such as:

- Involvement of endorsements (company recruiting and dissemination)
- Recruitment of companies as participants
- Workshops with energy agents
- Energy audits at companies
- Internal communication activities within companies
- External communication (media activities, events, publications)

In the following, the Danish campaign approach will be introduced according to the above-mentioned campaign activities. Best practices and their effects as well as challenges will be pointed out.

2. Recruitment of SMEs

In August 2015, 11 Danish companies were taking part in the competition. Measures to recruit companies has mainly included news articles, e-mailing and direct contact by phone. The South Denmark European Office (subcontractor) together with five endorsers/multipliers were significantly included in the recruitment phase.

In total more than 190 companies were contacted, including more than 90 companies directly by phone (see list of contacted SMEs). Generally, it has been difficult to gain interest for the campaign among most of the companies and mainly due to lack of internal resources and motivation among the companies (many are relatively small).

The most efficient way to contact and recruit companies proved to be direct contact, which can eliminate many misunderstandings and provide the potential participants with a better understanding of the campaign and its advantages.

More participants are expected to join during September-October 2015. Many potential participants are already recording the required monthly data on energy consumption

Please find below a list of the current participants:

Name	SME branch	Number of employees	Motivation	Challenges
Hammel Furniture	Manufacture of furniture	80/20	Needs to improve indoor climate	Separation of office consumption
Holst Advokater	Legal and accounting activities (Lawyers)	75/75	Introducing new indoor and climate strategy	Old historical building
Sønderborg Forsyning	Energy Supplier	110/30	The EECC is a natural part of a recent launched indoor and climate strategy	
UpFront IT	Computer programming, consultancy and related activities	11/11	Promotion of the Company	
Arkitektladen	Architectural and engineering activities	8/8	Promotion of a green profile	
Knippel Arkitekter	Architectural and engineering activities	5/5	Promotion of a green profile	
Worklife	Office administrative, office support and other business support activities	18/18	Promotion of the Company. Has planned large energy savings (LED Lighting).	Maybe moving to new premises end of 2015
Bravida	Architectural and engineering activities	220	Currently mapping energy consumption patterns	Afraid of being exposed if no significant measures are implemented
Toptryk Grafisk	Printing and reproduction	28/17	Has already implemented energy saving measures and interested to continue	Separation of office consumption
ZIT COM	Computer programming, consultancy and related activities	55/55	Promotion of a green profile	
Arne Elkjær	Architectural and engineering activities	30/30	In the process of implementing measures	

3. Involvement of Endorsers and Synergies with other Campaigns

Five Endorsers/multipliers from South Denmark Region has been involved together with the subcontractor South Denmark European Office. They have sent notices and articles through their web sites and pre information to their members through general e-mailing. The multipliers are:

- **GREENET:** Environmental and CSR network of public authorities and enterprises
- **Miljøforum Fyn:** Business oriented environmental and CSR network
- **Project Zero:** a PPP working towards a CO2-neutral Sønderborg by 2029
- **CLEAN:** National clean-tech cluster organization
- **GRONET:** Environmental and CSR network of public authorities and enterprises

No direct synergy is reached with other campaigns carried out by governmental institutions, energy suppliers, municipalities and NGOs etc., apart from the contact with the above organisations.



Picture: Holst Advokater

4. Communication with participating SMEs

Five energy themes are currently planned. It is intended to link these to energy weeks in the companies.

Theme 1	Energy Management	June 2015	✓ Info at the homepage and introduction of the subject, the campaign and the iESA to the Energymanager as a basis for introduction to other employees
Theme 2	Green IT	September 2015	<ul style="list-style-type: none"> - Various info about Green IT at the homepage - Thematic week about standby consumption, including exercises to measure this in each SME - A Friday quiz in each SME at the end of the week about Green IT (with EECC prizes: jugs etc.)
Theme 3	Lighting	October 2015	NA
Theme 4	Indoor Climate	November 2015	NA
Theme 5	Green Christmas Lunch / Party	December 2015	<ul style="list-style-type: none"> - Quiz competition among participating SMEs with a sponsored green Christmas food basket for the winner - The quiz will be related to a Green Christmas Guide at the web page (Savings in offices plus how to arrange a Green Christmas lunch)

It has not been possible to gather Energy Managers for a workshop yet, but a workshop is scheduled for October 2015, and it will be partly related to the first energy audits (presentation and discussion of results).

The first energy audits will take place ultimo September/primo October, when the heating season has started. The audits will take point of departure in existing energy labels (same methodology) and

use Thermographic where relevant. Pre-investigations/audits indicate that replacement of Halogen lighting with LED lighting will be one major measure.

As to CSR aspects, four companies will be interviewed for an article in September – November 2015 (Hammel Furniture, Holst Advokater, UpFront IT, Sønderborg Forsyning).

As to iESA communication, many companies have preferred that EC Network take care of the data management based on input from and a dialogue with the Companies.

5. External Communication

One general press release has been launched and 12 media articles has been published (5 by SDEO and the five multipliers). This has reached out to **472.000 receivers** (see overview in excel sheet).

As mentioned above 4 of the participating SMEs will be interviewed during September – November 2015 and presented as best practice examples (also in English).

6. Online Marketing

As to social media, some existing channels have initially been used, such as the EECC Facebook site (1450 followers) and the EC Network Facebook site (350 followers). Media material has referred to the European Facebook site. However, a new EECC LinkedIn site and a new EECC DK Facebook site is launched from September 2015 to improve the Social Media Communication.

7. Lessons Learned and Major Challenges Encountered

It has been difficult to recruit the required number of SMEs for the competition and despite support from multipliers in particularly South Denmark, which was supposed to be a major geographical area for the campaign, due to strong pre-interest.

SMEs are generally not motivated to join EECC because of lack of resources and lack of understanding of their advantages from joining the Campaign. On this background it has proven to be most efficient to contact the companies on an individual basis to get them on board, but which can be resource demanding.

When on board most of the Companies are very enthusiastic to get started, and get more information about the Campaign and potential energy saving measures. This has to some extent, been based on individual consultations. There is also a big interest among the companies to be presented in articles, partly to be promoted, and partly to exchange good practise with other SMEs.

Some companies don't possess resources to handle the iESA, so this is being taken care of by ECNet.



Picture: Hammel Furniture